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December 2, 2003

Attorney Docket No.: 16744-002001

## Mail Stop Patent Application

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Presented for filing is a new patent application claiming priority from a provisional patent application of:

Applicant: ROBERT BUCHANAN AND ROBIN BUCHANAN

Title: SPONSORED MEDIA CONTENT

Enclosed are the following papers, including those required to receive a filing date under 37 CFR §1.53(b):

	<u>Pages</u>
Specification	24
Claims	7
Abstract	1
Declaration	4
Drawing(s)	5

### Enclosures:

- Assignment cover sheet and an assignment, 2 pages, and a separate \$40 fee.
- New disclosure information, including:
  - Information disclosure statement, 1 pages.
  - PTO-1449, 1 pages.
  - References, 8 items.
- Small entity statement. This application is entitled to small entity status.
- Postcard.

Under 35 USC §119(e)(1), this application claims the benefit of prior U.S. provisional application (to be assigned), filed December 2, 2003.

CERTIFICATE OF MAILING BY EXPRESS MAIL

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17698 U.S. PTO  
Frederick P. Fish  
1855-1930

W.K. Richardson  
1859-1951



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Basic filing fee	\$385
Total claims in excess of 20 times \$9	\$198
Independent claims in excess of 3 times \$43	\$86
Fee for multiple dependent claims	\$0
Total filing fee:	\$669

A check for the filing fee is enclosed. Please apply any other required fees or any credits to deposit account 06-1050, referencing the attorney docket number shown above.

If this application is found to be incomplete, or if a telephone conference would otherwise be helpful, please call the undersigned at (858) 678-5070.

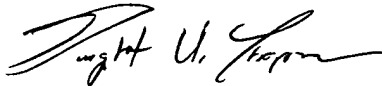
Kindly acknowledge receipt of this application by returning the enclosed postcard.

Please direct all correspondence to the following:

20985

PTO Customer Number

Respectfully submitted,



Dwight U. Thompson

Reg. No. 53,688

Enclosures

DUT/rpi

10349458.doc